

National Association of Public Administration (NAPA) and the Federal CIO Council

Background: The Academy is a non-profit, non-partisan organization chartered by Congress to make governments more effective and more efficient. The CIO Council serves as the principal interagency forum for improving practices in the design, modernization, use, sharing, and performance of Federal Government agency information resources. Despite this groundbreaking collaboration, limited awareness existed across concerned audiences. There was a desire to position NAPA and the CIO Council as the leaders of this critical workforce issue.

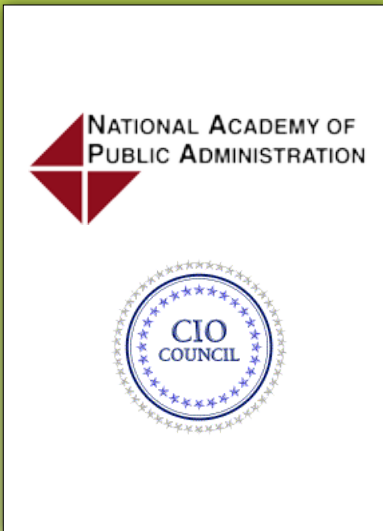
Challenge: Build awareness among IT/HR executives and the media for a study NAPA conducted for the CIO Council on government IT workforce issues.

ENC Solution: ENC worked with both NAPA and the CIO Council to develop and implement an integrated grassroots communications campaign to build issue awareness. The campaign targeted multiple audiences to generate awareness and motivate reform. Outreach efforts included:

- Emails to key constituents promoting the study
- A microsite containing information about the study
- A press kit for IT, HR, and federally focused media
- Editorial/story pitches to federally focused publications covering HR issues in the IT industry
- Pitches and interviews with federal, IT, and HR-focused publications (including preparation of briefing materials and media training for interviewees)
- Speaking engagements at conferences for NAPA and CIO staff
- Data sheets to support presentations and speaking engagements

ENC also developed and implemented grassroots tactics to leverage other industry organizations that serve the same constituent base. Tactics included emails and printed collateral promoting the study, and banner ads promoting the microsite.

Results: This campaign garnered enormous coverage for NAPA and the CIO Council and created awareness and support for federal workforce reform. The issue was placed before Congress and resulted in a congressionally approved pay structure for IT workers. Other successes included significant media coverage (including *Federal Computer Week*, *Government Computer News*, *The Washington Post*, and a WTOP Radio spot) and numerous in-person briefings and keynote presentations by NAPA and CIO Council personnel.



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